

JOB ADVERTISEMENT – UCDA CHINA REPRESENTATIVE OFFICE (CRO)

BACKGROUND

Uganda Coffee Development Authority (UCDA) is a public Authority established by an Act of Parliament mandated to regulate, promote and oversee the quality of coffee along the entire value chain, support research and development, promote production, and improve the marketing of coffee to optimize earnings for coffee stakeholders and the country. UCDA's Vision is '**An Inclusive, Transformative and Sustainable Coffee Industry**' and its mission is "**To increase quality coffee production, productivity, value addition, marketing and consumption**". Its core values are; **Client focus, Teamwork, Integrity and Professionalism.**

The Government of Uganda developed the Coffee 2020 Roadmap which lays out the strategies for increasing coffee production as well creation of structured demand for Ugandan Coffee through country to country deals such as China. As such, the UCDA China Representative Office (CRO) in Guangzhou has been designed for pointed focus on promoting and increasing awareness of Uganda Coffee in China, marketing of Uganda coffee, and increasing the quantities of coffee exports to China as well as the Asia Pacific.

UCDA is desirous of recruiting a motivated and competent individual to fill the following position;

JOB TITLE:	MARKETING AND PROMOTION COORDINATOR (CHINA REPRESENTATIVE OFFICE)
REPORTS TO:	DIRECTOR QUALITY AND REGULATORY SERVICES
DUTY STATION:	GUANGZHOU, CHINA

JOB ROLE: To provide leadership in the development and implementation of Uganda coffee marketing strategy, take lead in the promotion and creation of brand awareness of Ugandan Coffee in China and the Asia pacific, and liaise with the diplomatic structures in the Region on developing strategies for negotiating country to country deals on export of Uganda Coffee.

KEY RESULT AREAS

1. Conduct overall coordination and implementation of the UCDA promotion strategy for China and Asia pacific.
2. Create linkages between Ugandan coffee exporters and the Chinese coffee importers in the marketing and export of both green and valued added coffee from Uganda.
3. Guide on market entry strategies based on market conditions, policies or regulations that would impact the sale of their products.

4. Organize coffee exhibitions, trade shows and other promotional events for the creating awareness of Uganda Coffee.
5. Maintain contacts and a database of clients and prospective coffee distributors in the market.
6. Conduct market research and analysis reports on a monthly basis.
7. Prepare promotional materials and publications on Uganda coffee i.e. (Quarterly newsletters and annual reports)
8. Monitor customer preferences and coffee inventory requirements for the office
9. Prepare and send out coffee samples and gifts to potential customers and visiting Ugandan delegations.
10. Provide general oversight of all administrative issues, staff and regulations of the Representative Office.
11. Act as bank signatory on all the accounts of the Representative Office
12. Compile and submit quarterly, semi-annual and annual reports and regular briefs on the activities of the Representative Office
13. Perform any other duties assigned by Management from time to time.

QUALIFICATIONS AND EXPERIENCE:

The ideal candidate must have;

1. Honours Bachelor degree in any one of the following areas: Business Management, or Marketing, or Commerce, or International business, or Food Science and Technology or related fields from a recognized University;
2. Post graduate qualifications in Business Management, or Business Development, or Project Management or related fields from a recognized institution.
3. HSK Certificate preferably obtained in the last five (5) – Six (6) years
4. At least five (5) years' experience with emphasis on coffee quality tasting techniques / coffee profiling, or coffee trade promotion, or market development, or business development, or project management/planning, or international trade, three (3) years of which should have been at a senior management level.

EXPECTED PERSONAL COMPETENCES AND SKILLS

1. Excellent coffee knowledge and skills,
2. Ability to read, write and speak Chinese (Mandarin),
3. Strong knowledge of the Uganda coffee industry and the international coffee trade,
4. Ability to negotiate, and maintain strong networks and relationships,
5. Ability to communicate and negotiate persuasively and confidently,
6. Excellent Report Writing skills.

HOW TO APPLY

1. Follow the following link below to access the available positions:
<https://mis.ugandacoffee.go.ug/cportal/career>
2. Signup before applying for the vacancy in case you don't have any existing account and under **User Type**, select **Others**.
3. Identify the vacancy that interests you and click **“Apply for this Vacancy”**
4. Fill the Application Form and follow the prompts accordingly.
5. Upload Curriculum Vitae, Academic and Professional Certificates as a single Document of maximum size **2MB**, in Portable Document Format (pdf).

In case you have any further questions about the role, contact us on
ucda_hr@ugandacoffee.go.ug

Please note the deadline for applications is **3rd April 2023**.

Only shortlisted candidates will be contacted.

TERMS OF EMPLOYMENT

The holders of these positions will be offered contracts subject to the Ministry of Public Service Guidelines on Rationalization of Government Agencies and Public Expenditure Exercise.